Whitman COIN SUPPLY MERCHANDISER

WORLD'S LEADING NUMISMATIC SUPPLIER

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## OF COIN BOOKS, WILDLIFE PRESERVES, AND BETTER MOUSETRAPS

R. S. YEOMAN

At a recent meeting of foreign coin specialists, a speaker suggested that the great number of good coin reference books presently on the market has encouraged many new collectors to enter the hobby every month. He compared our present situation with earlier years when beginning collectors had considerable difficulty in locating information on coins and their values. I among others was asked to comment in this regard later in the program.

My reaction was perhaps a little unexpected. As an editor and publisher, I agreed with the view that the path of the neophyte numismatist was a lot smoother these days. But as I made my remarks it occurred to me that this might constitute a mixed blessing. The situation, I said, is similar to that facing our nation in preserving wilderness areas for future generations.

When roads were steep and rough and long, when campsites were primitive and remote, only a few adventurous souls made the journey; they were rewarded by a quiet, untouched wonderland at the end of the difficult trail. The new wide freeways of today bring many thousands to these same parks and playgrounds, and more roads are in the making to further crowd even the most distant of these natural wildlife preserves. All the by-products of commercialism are making their impact—crowded roads, litter, and similar abuses.

I hoped to make the point that our hobby of numismatics may be increasingly served by handbooks so thoroughly descriptive and comprehensive that they take away the challenge and rewards of original research. If this is the case, our achievement will have defeated a portion of its own purpose.

Heaven forbid that we ever return to the days when numismatists, dealers as well as collectors, were a most secret society. But let us not permit the abundance of numismatic information to lead us down too easy a trail. We must continue to emphasize fresh numismatic research instead of aiming too strongly at the inflated values of investment.

I suppose one could say that, if we build a better path to the mousetrap, the public might well beat down the door and wreck the joint!

R. S. Yeoman
Vice-President and
General Manager
Coin Supply Division

## INTEREST BEARING NOTES

Once again it is that time of the year when we must devote much of our attention toward making revisions for the RED BOOK. This year's changes will reflect not only a very active market, but also several important developments concerning the discovery of new varieties.

Throughout the year a careful list is kept concerning information about overdates, minor varieties and other information that might be useful to readers of the GUIDE BOOK. Not all of these proposed listings are used each year, but they are each given consideration.

The newly discovered 1880/79 varieties of the Philadelphia and Carson City mint dollars will be listed for the first time. It is likely that the 1858/7 Flying Eagle Cent will also be listed. The 1964 dimes with blunt or pointed tail 9 will not be included since this is a very minor variety and has received little attention from the general public. The RED BOOK policy on items of this nature is to list as few of the minor varieties as possible, since they are not an integral part of the United States series. Only when a coin such as the 1955 Double Die Cent reaches a degree of popularity where a majority of collectors must keep abreast of current values is it then admitted to the RED BOOK.

Many changes in Whitman albums are also under consideration. The Canadian Type Set album will have to be redesigned to accommodate the new Queen Elizabeth obverse. Possibly some of the United States albums will also undergo a revision if this country decides to switch to a new alloy in its coinage.

Several people have asked if the small and large date varieties of the Lincoln cent will soon be included in the 35¢

folders. We have no plans for doing this at the present time, but the situation will be kept under surveillance. The decision to include these varieties only in the Bookshelf Albums was formulated as the result of a survey of collectors throughout the country. We don't believe the situation has changed radically since that time.

Many jobbers and dealers have expressed their delight with the several new sales aids from Whitman. Display counter cards for the folding pocket magnifying glasses have been quite popular. Ask your local jobber about these if you haven't yet seen them.

A wide assortment of new wire floor and counter racks has also just been introduced. We feel that at least one from this wide selection will be ideally suited for your store. Be sure to discuss these with your jobber. You will be pleased with their appearance as well as their profit potential.

## COMING SOON MARK ✓ YOUR CALENDAR

"UNITED STATES PATTERN, EXPERIMENTAL AND TRIAL PIECES," by J. Hewitt Judd, M.D. —This book is currently on the press and should be available about the time you receive this Merchandiser.

"A GUIDE BOOK OF MODERN UNITED STATES CURRENCY," by Neil Shafer—We expect great things of this new book. It will undoubtedly be a standard for the hobby, and should go a long way toward accommodating the popular interest in small size paper money. Look for this book about the end of April.

"STANDARD GRADING GUIDE TO CANADIAN DECIMAL COINS," 1st Edition, by Jim Charlton and Bob Willey—A long awaited book, but one which will be a perennial favorite. If work continues on schedule it will be available by the first of June. Well worth waiting for!

PANAMA TYPE SET BOOKSHELF ALBUM—This new three page album will accommodate a complete type set of the coins of Panama. Its inclusion in the Whitman line is part of a program to expand the line and cover the most popular foreign coins. In connection with this, several new albums for the British series are also in production. These will be available within a few weeks.

## COUNTER DISPLAY UNIT SELLS WHITMAN JOURNAL

We hope that all of our readers took note last month of the special announcement letter concerning over-the-counter sales of the WHITMAN NUMISMATIC JOURNAL.

The JOURNAL is specifically designed to tie together all of the various aspects of the hobby, with special emphasis on the part that Whitman plays in producing books and other coin collectors' aids. We sincerely believe that every collector who uses any of the many Whitman books will be vitally interested in reading the monthly Whitman JOURNAL so as to keep well informed and up-to-date on the ever changing coin market.

The monthly JOURNAL is aimed at broadening the collector's numismatic interests rather than merely touting current prices and trite activities of the roll and bag market. The JOURNAL is an educational tool that will lead collectors down many new paths and whet the appetite for a variety of Whitman coin products designed to accommodate the needs of all collectors.

Selling the JOURNAL in your store not only supplements all of the other Whitman products, it is also profitable for you. The magazine retails for 40¢. You may purchase a supply each month for 25¢ a copy. With the first dozen JOURNALS that you order you will receive the attractive multi-color display unit which tests have proven to be a very effective silent salesman.

Why not try a dozen JOURNALS on your counter this month? We think you will be pleased with the results. Correspondence should be directed to the WHITMAN NUMISMATIC JOURNAL, 1220 Mound Avenue, Racine, Wisconsin 53404.

## NEW LINE OF AUSTRALIAN ALBUMS

WHITMAN's complete line of folders and Bookshelf albums for Australian coins have already met with considerable favor from coast to coast and around the globe. With interest in Aussie coins at peak proportions, and with the steady flood of publicity involving the new decimal coins due for release in early 1966, the new albums look like a sure bet to exceed WHITMAN expectations of strong and steady sales.

The eleven 35¢ folders will hold the complete range of pre-decimal coins from 1910 through 1964. The two Bookshelf albums provide room for a complete Australian type collection. The first volume has space for pennies, halfpennies, and all six of the forthcoming decimal issues; the second album will house the silver coins.

The full Australian line includes the following:

*35¢ Folders*

No. 9661 Australian Halfpennies 1911 to 1936
No. 9662 Australian Halfpennies 1938 to 1964
No. 9663 Australian Pennies 1911 to 1936
No. 9664 Australian Pennies 1938 to 1952
No. 9665 Australian Pennies 1953 to 1964
No. 9666 Australian Threepence 1910 to 1964
No. 9667 Australian Sixpence 1910 to 1963
No. 9668 Australian Shillings 1910 to 1936
No. 9669 Australian Shillings 1938 to 1963
No. 9670 Australian Florins 1910 to 1936
No. 9671 Australian Florins and Crowns 1937 to 1963.

## I'M TIRED . . . . . HOW ABOUT YOU?

In the last Merchandiser, R. S. Yeoman made some very good observations about the number of coin collectors. This set me to thinking about another question—Why do you and I have so much work ahead of us all the time? I think I have come up with the answer. It may surprise you to know that these irrefutable statistics show there aren't as many people actually working as you might have thought. At least not according to this recently completed survey.

The population of this country is 190 million, but there are 26 million over 60 years of age, which leaves 164 million to do the work. People under the age of 21 years total 78 million, which leaves 86 million to do the work.

Then there are 2½ million who are employed by the Government, and that leaves 83½ million to do the work. One million are in the Armed Forces, leaving 82½ million to do the work. Deduct from that figure 14½ million—the number in State and City offices—and that leaves 68 million to do the work. There are 2½ million in hospitals, insane asylums, etc., and that leaves 65½ million to do the work.

A total of 65 million of these are unemployed, bums and vagrants who refuse to work, so that leaves 500,000 available for labor.

Now, it may interest you to know that there are 499,998 people in jail, so that leaves only two people to carry the load. That's you and me, and I'm getting tired. How about you?!

## REFERENCE SERIES BOOKLETS

## PERENNIAL FAVORITES

The Coin Reference Series now boasts a total of an even dozen popular titles. Collectors, we find, consider these books a prime source of information for their hobby and are generally inclined to include the entire series in their numismatic libraries. It is true that some titles are more popular than others, but don't overlook the sales potential by including the entire selection in your store. Following is a brief rundown of what each of the books contains. All are uniformly bound in sturdy black heavy paper covers and retail for $1.00 each.

**U. S. Fractional Currency**

by Matt Rothert

An illustrated valuation catalog listing all major types and varieties of U. S. postage and fractional currency from 1862 to 1867.

No. 9099 ..... $1.00

**Guide to Civil War Store Cards**

by George and Melvin Fuld

Offers a complete list of tradesmen's tokens by cities and states. Covers all known varieties, metals, rarity and value.

No. 9357 ..... $1.00

**The Silver Dollars of Africa**

by John S. Davenport

Covers African silver dollar-size coins from 1770 to Ghana issues. Patterns, private issues, fantasy pieces and historical facts related to this series.

No. 9057 ..... $1.00

**Moneys of the Bible**

by R. S. Yeoman

A chronological story of the coins mentioned in the Old and New Testaments of the Bible. With Biblical quotations that refer to coins (widow's mite, etc.).

No. 9092 ..... $1.00

**The Colonial Coinage of the U. S. Virgin Islands**

by Lincoln Higgie

All coins, tokens and paper money from 1917. Interesting background data. Profusely illustrated.

No. 9360 ..... $1.00

**Confederate States Paper Money**

by Arlie R. Slabaugh

Every type Confederate States note is described, priced and illustrated. Includes all types of Confederate paper money issued during the Civil War.

No. 9054 ..... $1.00

**Alaska's Coinage Through the Years**

by Ken Bressett and Maurice Gould

Over 200 items used as money by the Alaskan natives and pioneer settlers. Tokens, commemorative medals, paper money and National Bank notes.

No. 9048 ..... $1.00

**The Money of Puerto Rico**

by Maurice Gould and Lincoln Higgie

Covers every variety of coins, tokens and paper money used, plus a colorful historical reference.

No. 9358 ..... $1.00

**U. S. Territorial Coinage for the Philippine Islands**

by Neil Shafer

A complete history from 1898 to 1946. Lists patterns, medals, commemoratives, mint records and prices. Includes Spanish-Philippine coinage.

No. 9381 ..... $1.00

**Hawaiian Coins, Tokens and Paper Money**

by Ken Bressett and Maurice Gould

All issues of coins, toke and paper money from th first Hawaiian issues in 183 to the overprinted U. S. cu rency of World War II.

No. 9049 ..... $1.0

**Patriotic Civil War Tokens**

by George and Melvin Ful

Classifies by slogan the mar varieties of Civil War Patr otic tokens. Contains detaile charts on distinguishir marks, metals and values.

No. 9047 ..... $1.0

**Money Tells the Story**

by Rear Admiral O. H. Dodson

The most intriguing spec mens of the famous Mone Museum National Bank Detroit collection tell the fascinating stories.

No. 9093 ..... $1.0

## PICTORIAL COIN CARDS PROMISE HIGH SALES VOLUME THROUGH STRONG VISUAL IMPACT

There will never be any empty holes in WHITMAN's new Around-the-World Pictorial Coin Card.

This brand-new line of albums, composed of a heavy-duty 3½" x 6" board which fits neatly and securely into a clear vinyl envelope, will literally sell itself. For the first time ever, each space has been beautifully imprinted with a photograph of the coin it is designed to contain. On the dealer's shelf, the coin card serves as its own very attractive advertisement. After a collector buys it, he may pop out holes and insert his coins with ease. If there are some coins which he does not possess, he is able to leave the photographs temporarily in place rather than have unsightly holes in his card album.

Retailing at 25¢ each, the Around-the-World Pictorial Coin Card line offers tremendous point-of-purchase impact and a promise of terrific sales volume. The two dozen titles presently available provide spaces for U.S. denominational type sets and specialized collections as well as covering a wide range of current foreign coins by country. Additional titles will be added to the series from time to time, and several are now under consideration.

The full line presently includes the following 24 "sure-sellers":

No. 9900 United States Wartime Nickels*
No. 9901 United States Wartime Cents*
No. 9902 Lincoln Memorial Cents*
No. 9903 John Fitzgerald Kennedy 50¢
No. 9904 United States Mint Set
No. 9905 Type Set of U.S. Cents
No. 9906 Type Set of U.S. 5¢
No. 9907 Type Set of U.S. Dimes
No. 9908 Type Set of U.S. Quarters
No. 9909 Type Set of U.S. Half Dollars
No. 9910 Type Set of U.S. Dollars
No. 9911 Type Set of Obsolete U.S. Coins
No. 9912 Current Coins of Canada
No. 9913 United States Mint Sets (2)
No. 9914 Current Coins of the Philippines
No. 9915 Current Coins of Mexico
No. 9916 1960 Large and Small Date Cents*
No. 9917 1943 Steel Cents*
No. 9918 Current Coins of Australia
No. 9919 Current Coins of Hong Kong
No. 9920 Current Coins of Great Britain
No. 9921 Current Coins of Panama
No. 9922 Current Coins of Ireland
No. 9923 Current Coins of New Zealand

The five Coin Cards marked with an asterisk (*) are not imprinted with photographs. However, the discs have been retained so that collectors need not show empty spaces.

Dealers interested in merchandising coins as well as albums will find the Around-the-World Pictorial Coin Cards ideal for their purposes. The pictorial discs may be removed quickly and easily and coins inserted in their place. In this manner a set of current foreign coins may be displayed in such a manner as to render it most attractive to prospective customers.

Whether the Pictorial Coin Cards are sold by themselves or with coins inserted, they offer enormous merchandising potential!

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Available without charge to all of our dealer friends, to better acquaint them with the Whitman coin supply line and assist them in merchandising our products.

Whitman Coin Supplies are available through jobbers only. They are conveniently located in every trade area.